

January 2024

Chala Group, Inc. (Chala Handbags)

### **Minimum Advertised Pricing ("MAP") Retail Policy**

Chala Group, Inc. is committed to working with our retailers like you in furthering our relationship together and promoting Chala Handbags in your stores and online stores. To that end, we must strive together to build up and maintain customer confidence in our products. We wish to protect customers from perplexing price differences between stores which can potentially hurt the perceived quality of our brand and profit of all businesses involved.

We want to work with accounts that offer excellent customer service and support for our products. Our wish is for Chala Handbags to be a brand that customers want to own and are confident about price consistency no matter where they go.

For that, we have implemented the following Minimum Advertised Pricing ("MAP") Retail Policy to protect the Chala Handbags brand and ensure our development as a quality manufacturer of handbags and other accessories. We will not support or sell to retailers who advertise products at a price less than our MAP pricing. The MAP policy below applies to all advertisements, including online sales, direct mail advertisements, emails, inserts, flyers, catalogs, magazines, newspapers, broadcast advertising, billboards, or other online and print advertising.

### **Minimum Advertised Pricing ("MAP") Retail Policy**

1. All current and in-line items must not be advertised any lower than the “Minimum Advertised Price” established exclusively by Chala Group, Inc. Any changes or updates to our established MAP shall be provided to Authorized Sellers as they become available.
  - a. Current and in-line items are defined as items in our most recent and up-to-date wholesale catalogs.
  - b. Shipping and handling costs are not included in the MAP price. However, you must keep our product prices set at or above our MAP. No exceptions.
2. Products identified only by Chala Group, Inc. as sale, liquidation, or discontinued items are not subject to MAP policy.
3. Beginning from January 10, 2016 (1/10/2016), accounts whose online pricing that is not updated to fit our MAP policy will be put on immediate shipping hold.
4. Special Discounts and Promotions such as B2G1 (or Buy 2 Get 1 Free Deals) are only applicable to items adhering to the Chala Group, Inc. MAP price if sold in quantities of 2 or more.
5. The terms and conditions of this MAP policy are confidential. They may only be disclosed to authorized retailers.

6. You are permitted to sell our products on your own business website only. However, Chala Group, Inc must be notified prior to such listings going live on your site.
7. You agree to not sell on Amazon.com unless you have been approved by Chala Group, Inc.
8. You agree to not sell on Walmart.com unless you have been approved by Chala Group, Inc.
9. You agree to not sell on eBay.com unless you have been approved by Chala Group, Inc.
10. You agree to not sell on poshmark.com, jet.com,groupon.com, overstock.com, newegg.com, mercari.com, alibaba.com, Let Go, OfferUp, ThredUP, or any other 3<sup>rd</sup> party distribution channel not previously approved by Chala Group, Inc.
11. You are prohibited from selling our products outside the United States without written permission from our company.
12. Signing this document allows the retailer to sell to **end consumer customers** only, and not to any other retail businesses.
13. Bags that include a key fob or keychain must be purchased together from us. However, bags and key chains purchased together may be sold as individual pieces. If you wish to *sell* the bag and keychain separately, they must still follow MAP pricing. MAP prices for the bags without key chains are listed at the end of the document.

IF BAGS AND KEYCHAINS ARE SOLD SEPARATELY, THESE ARE THE  
MINIMUM ADVERTISED RETAIL PRICES:

#835 bag only	\$60
#841 bag only	\$55
#848 bag only	\$59
#903 bag only	\$40
#913 bag only	\$53
#916 bag only	\$47
#930 bag only	\$59
#933 bag only	\$50

Thank you for your understanding of this policy. We hope that this will help maximize the profit of Chala Handbags items in your stores.

Please fill out this form and fax or email it back to us. Thank you.

It is of great importance that our company further understands our retailers and their distribution channels. Below, please list **all** D.B.As, URLs, and other names of businesses where you plan to sell our products. Chala Group, Inc reserves the right to terminate business with any company if the Chala line is discovered on website(s) that have not been exclusively authorized by Chala Group, Inc after the date of signing. Failure to list **all** distribution channels may result in the denial of your request to become an authorized online seller of Chala.

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*\*The above field must not be left blank*

I have read and agreed to the MAP Retail Policy

_____ Signature	_____ Printed Name/Title
_____ Date	_____ Phone

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Address

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Email Address